

**Silver Spring
Transportation Management District
Advisory Committee**

December 9, 2010

Abbreviations Used Herein:

CBD = Central Business District
CEO = Chief Executive Officer
COG = Council of Governments
IOS = Interim Operating Site
GBC = Green Business Certification
LEED = Leadership in Energy & Environmental Design
TDM = Transportation Demand Management
TMD = Transportation Management District

Item 1 – Introductions/Agenda Review: Members and guests introduced themselves.

Item 2 – Review/Approval of Meeting Minutes: The September and October minutes were approved without changes.

Item 3 – Chair’s Comments: Co-Chair **Samantha Mazo** said the Falkland Chase development was approved in November. During the hearing, the Planning Board Chair referenced the Advisory Committee’s letter regarding issues of the TMD. The Falkland Chase team said they will be working closely with Commuter Services to implement transportation demand measures on the site.

Sgt Tom Harmon provided a District 3 Police update, citing the need to leave the meeting early:

- Construction on the Transit Center Interim Operation Site (IOS) is proceeding on schedule for an anticipated January 2012 opening date. Recent concrete pours have gone without incident.
- Construction for the Live Nation facility is also proceeding. The expected opening date is October 2011. **Sgt. Harmon** said he would keep the Committee apprised of progress. He added that it would be helpful to have a project representative as a future Committee guest.

Item 4 – Montgomery County Green Business Certification: **Douglas Weisburger** from MC Department of Environmental Protection presented the Montgomery County Green Business Certification program. **Mr. Weisburger** said the Green Business certification (GBC) is complementary to the Leadership in Energy & Environmental Design (LEED) certification program, and has a three-way partnership with **Steven Greenfield** of Montgomery College and **Regina Laurienzo** of MC Chamber of Commerce.

Mr. Weisburger said that LEED certification deals with energy efficient structural changes and GBC deals with cultural/day-to-day operational changes. The GBC program took inspiration from similar programs in the San Francisco Bay Area. The finished green business program consists of a check list of energy reducing measures that an organization can pursue to reduce

waste and save energy. The voluntary program was launched a year ago with 23 certified companies that recertify every two years. Recertification is per individual facility. Currently the program is focused on commercial buildings, but in the future the program will incorporate other sectors, such as automotive and restaurant businesses.

Because larger businesses (over 25) or persons who own and occupy their own buildings have greater resources to implement changes, the bar is set somewhat higher with increased checklist items (120 items). Smaller businesses or tenants have less leverage to make changes, resulting in a lower number of items (60) which are equally weighted with larger businesses for fairness.

Mr. Weisburger said credibility of the program is maintained by on-site verification which also provides coaching to participants, giving strategic advice to businesses in the program.

Embedded in the online application is a resource guide that directs visitors to more information regarding energy saving actions. There is also a newsletter, reading list and e-news broadcast which provide additional information about green business practices and cost/energy saving programs.

Mr. Weisburger said the program provides an initial certification that starts business on the journey to sustainability. It is comprised of seven categories, each of which reviews company policies regarding energy consumption and analyzes the change that can be implemented. The changes, such as reducing paper use or increasing recycled content, are measured and tracked for environmental and financial impact. For example, Honest Tea saved \$800 a year by using remanufactured toner cartridges.

Mr. Weisburger said he understands that the list of 260 action items can be intimidating for an organization; however, companies can add an unlimited number of items and include items not on the list as long as it is aimed at reduction, so they can still receive credit.

In response to **Ms. Brecher's** question about why this program is important, **Mr. Weisburger** said the program enhances a business's reputation in the community by showing customers it is not wasteful and it is more efficient. The program measures save the organization money by cutting waste. Also, given the current economic constraints, organizations cannot continue to conduct business as usual in light of dwindling resources.

Green Business Certified companies are highlighted in the program's directory, on the website, advertised on Ride-On Buses and also on YouTube.

In response to **Mr. Furgol's** question about regional standards, **Mr. Weisburger** said that during program development the Washington Council of Governments (COG) provided advice regarding replication of the program across jurisdictions, and also showed ways it could harmonize with some State programs. **Mr. Weisburger** said he would also be interested in having COG feature the GBC program on its website to help with standardizing the program.

Some of the certified companies are listed below, showing the diverse range of businesses in the program:

- Clean Currents
- Hallman Orthodontics
- Lockheed Martin
- Marriott International
- Social & Scientific
- Solid Waste Association of North America (SWANA)
- Montgomery County Chamber of Commerce

Marriot switched to daytime cleaning, reducing nighttime lighting costs and saving \$100,000 annually; and an orthodontist office [Hallman Orthodontics] reduced paper consumption 80 percent by using more electronic documents.

Working closely with Commuter Services and its mission of promoting solo driving alternatives, the Green Business Certification program included 40 transportation action items on its certification list. Action items will be updated periodically; for instance, bike sharing will be included in future program revisions. **Ms. Mazo** added that bike sharing is included in new development plans brought before the County, so the idea could be easily adapted.

Mr. Weisburger said business tenants are encouraged to work with their landlords to institute changes by encouraging landlords to adopt energy saving measures in property common areas; for example, changing to more energy efficient light bulbs.

The program is designed to allow an employee at any level implement the checklist actions. Mid level employees have initiated the County's RainScapes landscaping design program to filter out pollutants in storm water; also, business tenants have used their collective purchasing power to purchase clean energy. All of these cost neutral actions save money keeping it circulating in the community.

Currently the program does not have a residential component. However, **Mr. Weisburger** hopes to develop a Residential Green Living Guide and post it to the Green Living web site which will be developed using Federal stimulus money.

Steve Greenfield from Montgomery College said the College offers a three-hour green business training and/or a customized training course to help businesses become sustainable. The Green Building Institute conducted a survey in 2008 asking if being environmentally friendly was important to Montgomery County residents. As a result, Montgomery College developed courses on how to go green at home; and also a weatherization program to train businesses to conduct home energy audits. **Mr. Greenfield** said the State has a listing of the participating businesses.

In response to **Ms. Mazo's** questions about a tax credit benefit, **Mr. Weisburger** said there were no tax credits; however, there was a bill introduced by Maryland Senator **Jamie Raskin** calling for the creation of a 'Benefit Corporation'. This bill (now law) is the first of its kind in the nation. Starting on October 1st, registered Benefit Corporations may safely make reasonable business judgments that promote social and environmental values as well as financial ones without exposure to liability from shareholders and others. The bill minimizes companies profit

making pressures by preventing legal liability from stake holders to maximize profits; it also has environmental sustainability embedded in the companies operations to ensure continuation of green policies. **Reemberto Rodriguez** praised the bill, saying that it was good for CEOs who want to make profits but not at the expense of the environment. The bill provides a corporate/legal framework for environmentally conscious entrepreneurs.

Mr. Greenfield said that Montgomery College courses offered guidance to businesses in implementing the 260 action items of GBC. One class offers students a three hour “how-to” course. The \$55 course can be taken either online in real time or at the MC Chamber of Commerce. Also offered is a 24 hour online course that provides the tools for making a business fully green certified. The course is starting in February and is \$499; however, the College received a \$10,000 scholarship from the Reznick Group for businesses interested in taking the course, providing 10-12 scholarships. Contact **Mr. Greenfield** for details.
[www.montgomerycollege.edu/wdce/bits/goinggreen.html]

Mr. Weisburger said there are both theoretical and a practical components to the courses, which provide a customized action plan that an employee or a contractor can deliver to management. The course and action plan does not fully embed companies in sustainability, but is a good foundation for sustainability development.

Regina Laurienzo from the Montgomery County Chamber of Commerce announced that the next three hour “crash course” will be on December 21st. She explained that taking the course helped her to accelerate the certification process at the Chamber. Assistant Chamber Director **Barbra Ash** first initiated the certification process because of the government’s push for more environmental sustainability. The Chamber decided to go through the green certification process in an effort to encourage area business to do the same, staying ahead of the greening curve. Montgomery County is now number two in the nation of small businesses that are going green.

Ms. Laurienzo explained that the MC Chamber is small in size and it also did not have much control over the space; however, they were still able to make changes such as:

- Turning off the coffee pot at night
- Switching from water bottles to glass pitchers
- Switching to a special font to conserve printing toner

Cathy Wilde, whose company trains solid waste professionals, said her business went through the certification process as well and made the following changes:

- Cut back printing on brochures
- Provided electronic e-courses for training classes
- Replaced appliances with energy efficient equivalents
- Switched to default double sided printing

Ms. Wilde said SWANA has a contact person who implements their green policies, has taken the Green Business Certification program, and is also certified in recycling.

Rukiyat Gilbert asked how the certification process works for companies with several different locations. **Mr. Weisburger** said the certification process applies only to individual Montgomery

County locations. **Ms. Brecher** commented that companies with different locations could have an impact globally if its MC location certifies, and then the changes made reverberate throughout the company's other locations. **Ms. Gilbert** said her company, Southern Management, is headquartered in Vienna Va. However, there are Southern Management apartment communities all over Montgomery County. The office portions of the apartment community can become certified.

Mr. Weisburger will send a copy of the power point presentation to members. Additional information is available at the website www.mcgreenbiz.org and as a link on the Commuter Services website. **Mr. Greenfield** said the sustainability course information is on page 37 of the Montgomery College class schedule.

Mr. Wexler suggested that in the future website links be sent out ahead of meeting time so members have a chance to view before meetings.

Item 5 – Updates: **Ms. Brecher** said the County is also struggling with reducing paper consumption, especially as regards printed bus schedules. There is a continued need for riders to have a copy they can carry with them; also, some bus riders do not have computer access. She expressed hope the real time technology, which allows schedules to be downloaded onto a cell phone, will help with the paper consumption issue.

Ms. Brecher announced that the transit benefit which allows employers to give their employees up to \$230 in tax-free transit/parking benefits is set to expire December 31st due to a sunset clause in the legislation. The benefit was increased using Federal stimulus money. It was thought Congress would take action to continue the \$230 benefit; unfortunately, it has not acted. The push is now to include the benefit in another legislative action. **Ms. Brecher** said that, in the past, employees have been shielded from transit increases; however, if Congress is not able to continue the \$230 increase, transit riders will feel the financial strain. This may, in the long term, force commuters to revert back to driving.

In regard to **Ms. Mazo's** comments about transit affecting ridership, **Ms. Brecher** said ridership is in decline. **Ms Gilbert** asked if ridership will increase in lieu of decreased availability of surface parking, because some commuters have mentioned they will start to take transit to offset paying for parking. **Ms. Brecher** said it will likely have an impact because Ride-On buses service Metro stations where most parking is located.

Ms. Brecher said the recent election brought in representatives who are opposed to dedicating resources to transit. She said that, as funding decreases, the fight for resources will increase.

Other Updates:

- Continuing negotiations with car sharing vendors regarding street and garage parking
- Montgomery County did not receive the TIGER grant for bike sharing construction-working with the private sector to fund bike stations
- Meeting with Holy Cross Hospital regarding expansion

Ms. Brecher explained that, because TIGER grant funds were not obtained, Commuter Services is working with the private sector to sponsor bike stations in an attempt to build the system and integrate with the Capital system.

Ms. Brecher said that Holy Cross hospital is working with Commuter Services to develop Transportation Demand Management (TDM) measures to incorporate in its future expansion.

Item 6 – Other Updates/Around the Room: **Mr. Rodriguez** asked that the Committee keep the Civic Center in mind as a venue to collaborate and disseminate information, especially as government shrinkage forces more entities to work together.

Sgt. Harmon reported earlier that there had been some pedestrian collisions; however, they were not serious. **Ms. Mazo** asked if **Sgt. Harmon** was involved in the Committee spearheaded by the Chamber between businesses, residents and police regarding safety in downtown Silver Spring. **Sgt. Harmon** said he was not involved, but the committee sounded like a good idea.

Sgt. Harmon announced the annual Santa Ride, a yearly charitable campaign for the Children's National Institute of Health, will take place Monday December 13th. **Ms. Wilde** contributed to the campaign by selling tickets to the event.

Mr. Wexler asked if someone from the Fillmore development project would meet with the Advisory Committee to discuss traffic flow and other issues affecting the Silver Spring Central Business District (CBD). **Sgt. Harmon** said early 2011 would be a good time for such a meeting. **Mr. Rodriguez** said the Fillmore contact person lives in Silver Spring, which is a bonus because she knows the area. There also will be a committee task force assembled to overlook the Fillmore project.

Item 7-Adjourn:

Meeting Adjourned: 9:30

Next Meeting January 13, 2011

Silver Spring Transportation Management District Advisory Committee Attendance Sheet
December 9, 2010

Voting Members (12)			
Name	Affiliation	Present	Absent
Chamber Members (3)			
Vacant			
Vacant			
Samantha Mazo / Co-chair	Linowes and Blocher LLP	X	
Citizens Advisory Board Members (3)			
Edward Furgol	Kemp Mill, Four Corners, East SS	X	
Vacant	North & West Sector Plan Area		
Andrew Wexler / Co-chair	CBD Resident	X	
Employers less than 50 employees (3)			
Rukiyat Gilbert	Southern Management Co.	X	
Everton Latty	iDeal Decisions, Inc.	X	
Cathy Wilde	Solid Waste Assoc. of N. America	X	
Employers with 50 or more employees (3)			
G. Michael Price	Discovery Communications	X	
Vacant			
Vacant			
Non-Voting Members (3)			
Sandra Brecher, DOT Transit Services	DOT Director or Designee	X	
Cherian Eapen, M-NCPPC	M-NCPPC		X
Sergeant Thomas Harmon	Montgomery County Police	X	
Staff			
Nakengi Byrd	DOT, Commuter Services	X	
Jim Carlson	DOT, Commuter Services	X	
Reemberto Rodriguez	Silver Spring Regional Center	X	
Guests			
Steven Greenfield	Montgomery College	X	
Regina Laurienzo	MC Chamber of Commerce	X	
Douglas Weisburger	MC Dept. of Environmental Protection	X	